

Royal Mail Mailmark®

Customer Report User Guide



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Royal Mail Mailmark Reporting

Welcome to Royal Mail Mailmark, the new innovation from Royal Mail that brings you daily web based reporting to your machine readable business, advertising and publishing mail.

The purpose of this guide is to help you navigate through the reporting suite so that you can get the most out of the information Mailmark provides.

What is the Mailmark option?

Mailmark is a new barcoding system introduced by Royal Mail. Through the application of a simple barcode which is scanned when your mail arrives at Royal Mail and again when your mail is processed for delivery, a new level of insight into your customer communications is generated.

What's new?

Consignment level tracking

For the first time, you will have consignment level tracking meaning that you will be able to see which of your consignments are predicted to be delivered, and when. You can quickly react to any problems – so if you know a customer is unlikely to receive their item on the expected day, you can contact them or resend the item.

Predicted delivery day

By knowing to the day when your customer is predicted to receive their mail, you can time your follow up communications more accurately, increasing the effectiveness of your customer contact.

Over time you can build up a detailed picture of your customers' responses to your communications.

Visibility of Royal Mail network

By being able to see when mail enters and leaves Royal Mail, you can see and react to the performance of Royal Mail. If something's gone wrong or missing, for the first time you will be able to see that this has happened and react accordingly.

You will be able to see an audit trail and know that your mail has reached the Royal Mail Delivery office for delivery. You can have more confidence that important communications have reached their target audience.

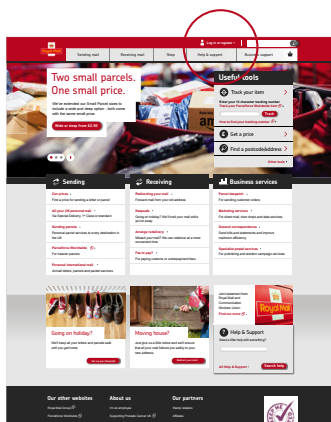
So how does all of this happen and what do these new analytics look like?

Let's take a look at the reporting system screen by screen and you can see how easy it is to find the information that you need in order to make the most of your Mailmark capability.



Logging on to the Mailmark Management System

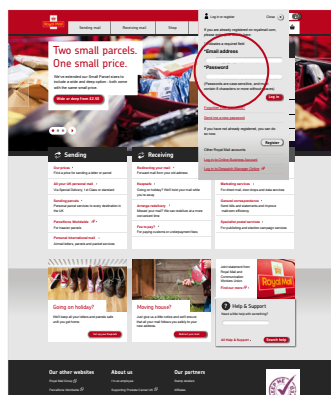
Let's take a look at the reporting system screen by screen.



1

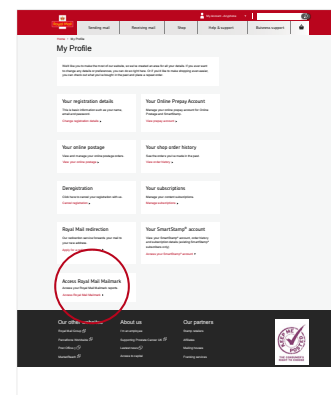
Firstly, you click on to the Royal Mail website.

Wholesale customers will be able to log on via the Royal Mail Wholesale website.



2

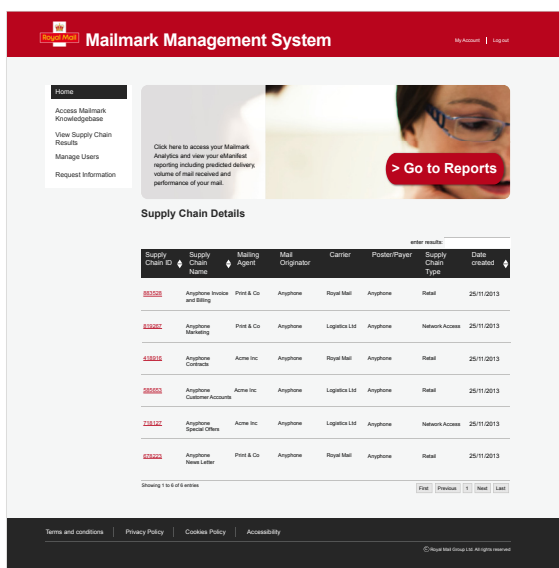
Log in as usual to your business account.



3

On your profile page, you will now see an option to 'Access Royal Mail Mailmark' or 'Access EIB'.

Select this option to go to the Mailmark Management System home page.



4 This is your main analytics dashboard from which you can access all of your reports.

You can see a navigation menu to your left, a 'Go to reports' button on your right and a 'Supply Chain Details' table at the bottom of the page.

The navigation menu includes a link to the Mailmark Knowledgebase where you can access help, a link to View your Supply Chain Reports and a link to where you can Manage Users within your Supply Chain. You can also use the 'Request Information' link to fill in a form to request further information from Royal Mail.

The table at the bottom of the home page shows all of the Supply Chains with which you are associated.

For each Supply Chain, you can see:

- who produced the mailing (the Mailing Agent)
- who the communication belongs to (the Mail Originator)
- who has transported the consignment of mail (the Carrier)
- who is paying the bill and therefore has the contract with Royal Mail – this could be the producer, carrier or originator depending on how the supply chain is set up
- you can also see the type of Supply Chain, whether the mail is entering Royal Mail via a Retail or a Wholesale (also known as Network Access) contract as well as the date the Supply Chain was created.

Clicking on the red reports button at the top right hand side takes you through to the main reporting dashboard.

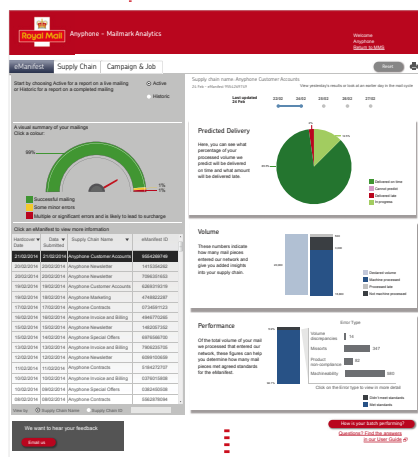
Reports that are available to you

Campaign & Job

The **Campaign & Job** tab allows you to view a **high level report** of individual Campaigns or Jobs.

eManifest

The **eManifest** tab displays all of the **Live or Historic** eManifests that are available on the system within the last 90 days.



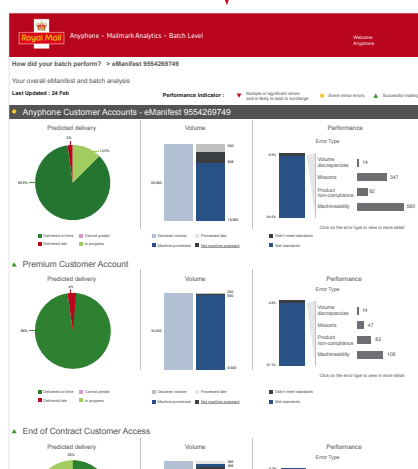
Supply Chain

The **Supply Chain** tab displays all of the Supply Chains in which you are a **Participant** that are available on the system within the last 90 days.

Supply chain name	Supply chain ID	Mail originator	Mail producer	Center	Player	Red	Amber	Green	View all information
Anyphone Account	85558	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd	1	0	0	Go
Anyphone Marketing	85557	Anyphone	Print & Co.	Logistics Ltd	Anyphone Ltd	1	0	0	Go
Anyphone Contract	45816	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd	1	0	0	Go
Anyphone Customer Accounts	85559	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd	1	0	0	Go
Anyphone Special Offers	75557	Anyphone	Print & Co.	Logistics Ltd	Anyphone Ltd	1	0	0	Go
Anyphone Newsletter	85555	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd	1	0	0	Go

Batch Level

The **Batch Level** report details the **Predicted Delivery, Volume** and **Performance** for each batch within the selected eManifest.



Item Level

The **Item Level** report details the items declared on the eManifest that have not been Machine Processed by Royal Mail.

Item ID	Postcode	Batch ID	Batch Reference	Campaign Name	Department	Mail originator with details
444127	A037 5L3	1337865	Premium Customer Accounts	Extra Handled 1	Sales	Anyphone Personal
424885	855 15L	1337865	Premium Customer Accounts	Extra Handled 1	Sales	Anyphone Personal
501585	855 12P	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
385187	BL 36 16L	1337865	Premium Customer Accounts	Extra Handled 1	Sales	Anyphone Personal
515558	CH75 2D1	1337865	Premium Customer Accounts	Extra Handled 1	Sales	Anyphone Personal
746755	CM62 9E2	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
870725	CM62 9E2	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
10165	DE75 2D2	1337865	Premium Customer Accounts	Extra Handled 1	Sales	Anyphone Personal
951884	DN11 3P1	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
914468	DN15 15N	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
555224	6116 97N	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
885554	EC16 5BA	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
485552	EC2K 187	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
485216	EC4K 76X	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
741715	G46 5SD	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
972516	G85 2N2	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
415827	J235 89A	1337865	Premium Customer Accounts	Extra Handled 1	Sales	Anyphone Personal
11471	K511 3P3	1337865	Premium Customer Accounts	Extra Handled 1	Sales	Anyphone Personal
915558	L12 1D2	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal
524165	M75 1E2	1337865	Premium Customer Accounts	Extra Handled 1	Sales	Anyphone Personal
524515	N15 8L1	1337865	Premium Customer Accounts	Discount Extension 1	Relationships	Anyphone Personal

The Mailmark Analytics Dashboard

Clicking the 'Go to Reports' button brings you to this dashboard where you can view and manage your eManifests

The eManifest Report allows you to select a specific eManifest within the reporting suite.

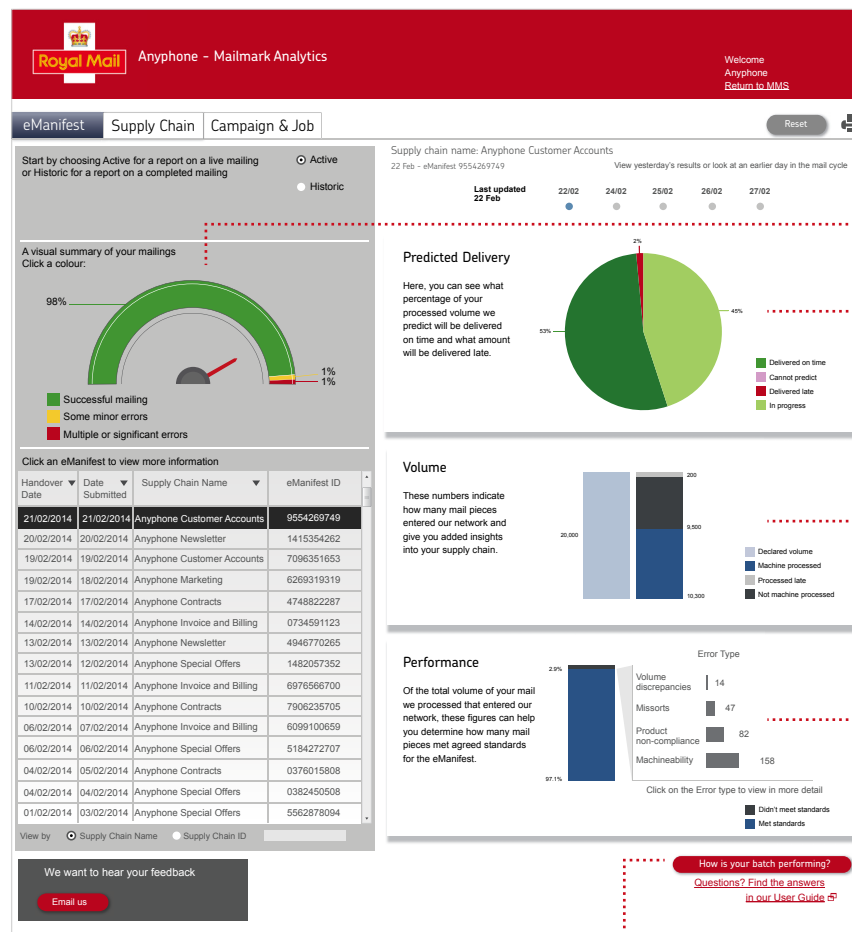
Once an eManifest is selected this report provides the following performance information on that eManifest:

- Royal Mail's **Predicted Delivery**
- A measure of the **Volume Declared** versus the volume **Machine Processed**
- The **Performance** measure of the eManifest.

The list of eManifests defaults to showing the oldest active Manifest at the top. You can change the order of eManifests by clicking on the column headers.

Please note: the data shown will be that of the active eManifest. If there are no active eManifests, you will see a 'No data available' message.

You will still be able to see Historic eManifests (up to 90 days) by clicking the 'Historic' button above the Fuel Dial.



Fuel Dial

This is the **Fuel Dial** which displays all of the eManifests which can be selected.

By clicking on red, amber or green, you can select a set of eManifests based on their performance.

Predicted Delivery

This is the Royal Mail **Predicted Delivery** performance for the selected eManifest.

Volume

This is the Royal Mail **Volume** measurement for the selected eManifest.

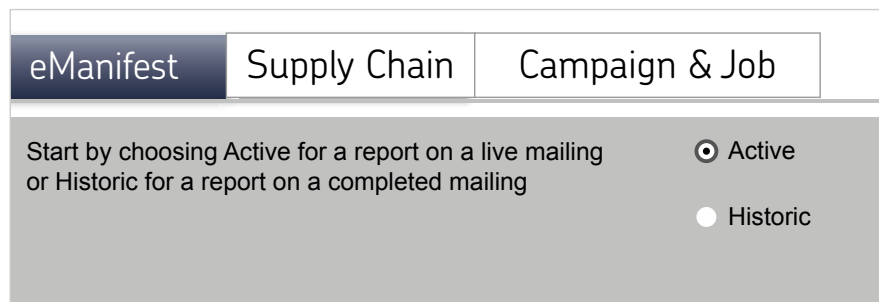
Performance

This is the Royal Mail **Performance** measure for the selected eManifest. It shows your mail performance against the categories shown.

Batch Performance

Click here to view performance of the batches within the eManifest

Finding your way around your reports



eManifest Supply Chain Campaign & Job

Start by choosing Active for a report on a live mailing or Historic for a report on a completed mailing

☒ Active
☐ Historic

What are the Active and Historic views?

Clicking this button selects between **Active** and **Historic** views of the report.

When **Active** is selected then all eManifests that are open, i.e. have mail due for delivery within the next 5 working days, are listed in the **Fuel Dial**.

When **Historic** is selected, you will need to enter a mailing 'Handover Date'. You can select any date within the last 90 days. If you are not sure of the Handover Date of the mailing that you are looking for, you can find this in your Docket Hub confirmation email.



What is this?

This is the **Fuel Dial** which is a visual summary of the performance of all your active mailings. You can view the fuel dial for both Active and Historic mailings by clicking on the relevant button.

What does it do?

It enables you to select a specific eManifest based on its combined **Performance** measure:

Green = a successful mailing

Amber = some minor errors

Red = multiple or significant errors

Finding your way around your reports (continued)

Click an eManifest to view more information

Handover Date ▼	Date Submitted ▼	Supply Chain Name ▼	eManifest ID
21/02/2014	21/02/2014	Anyphone Customer Accounts	9554269749
20/02/2014	20/02/2014	Anyphone Newsletter	1415354262
19/02/2014	19/02/2014	Anyphone Customer Accounts	7096351653
19/02/2014	18/02/2014	Anyphone Marketing	6269319319
17/02/2014	17/02/2014	Anyphone Contracts	4748822287
14/02/2014	14/02/2014	Anyphone Invoice and Billing	0734591123
13/02/2014	13/02/2014	Anyphone Newsletter	4946770265
13/02/2014	12/02/2014	Anyphone Special Offers	1482057352
11/02/2014	11/02/2014	Anyphone Invoice and Billing	6976566700
10/02/2014	10/02/2014	Anyphone Contracts	7906235705
06/02/2014	07/02/2014	Anyphone Invoice and Billing	6099100659
06/02/2014	06/02/2014	Anyphone Special Offers	5184272707
04/02/2014	05/02/2014	Anyphone Contracts	0376015808
04/02/2014	04/02/2014	Anyphone Special Offers	0382450508
01/02/2014	03/02/2014	Anyphone Special Offers	5562878094

View by ☒ Supply Chain Name ☐ Supply Chain ID

What is this?

This is the **eManifest List** which displays all of the eManifests corresponding to the **Fuel Dial** selection.

What does it do?

It lists all the available eManifests based on the following criteria:

Handover Date – the date the mail was due to be handed over to Royal Mail.

Date Submitted – the date on which the eManifest was submitted to Royal Mail.

Supply Chain Name – the Supply Chain Name as agreed with Royal Mail and as declared in the eManifest.

eManifest ID – the eManifest ID number as sent to you by Docket Hub.

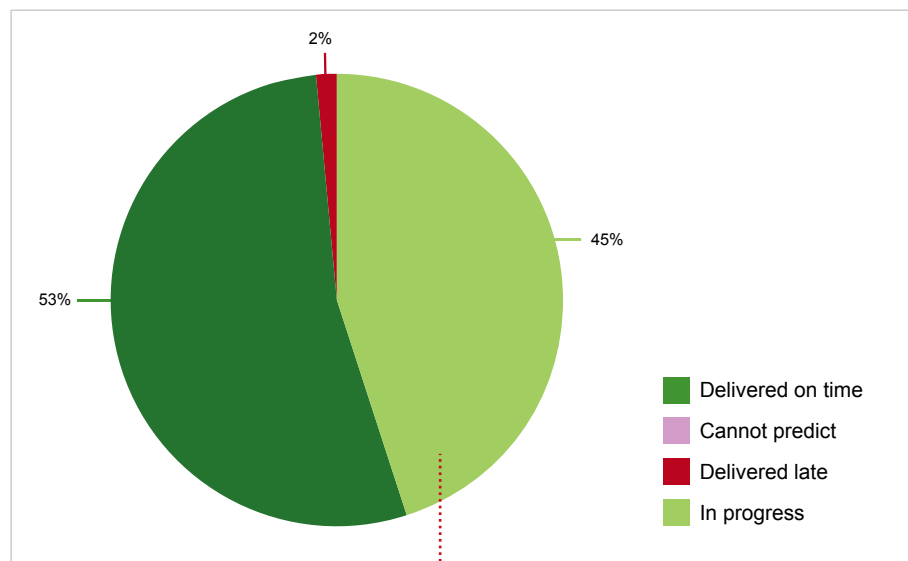
How do I use it?

The list can be populated by **Supply Chain Name**, **Supply Chain ID** or **Sales Order ID**.

You can click on the individual eManifests on the left and the corresponding eManifest data will be shown in the charts on the right hand side of the screen.

You can click on the radio buttons at the bottom of the list to choose how the list is populated; for example by Supply Chain ID or Supply Chain Name.

What the reports tell you: Predicted Delivery



Info

Hover your mouse over each segment to view the actual volumes of mail.

What is this?

This chart shows the **Predicted Delivery** for the mailing in the selected eManifest.

Note: items that were handed over late do not form part of this measure.

The measure is broken down into four segments:

Delivered on Time: % of mail pieces delivered on the due day of service for the product or earlier.

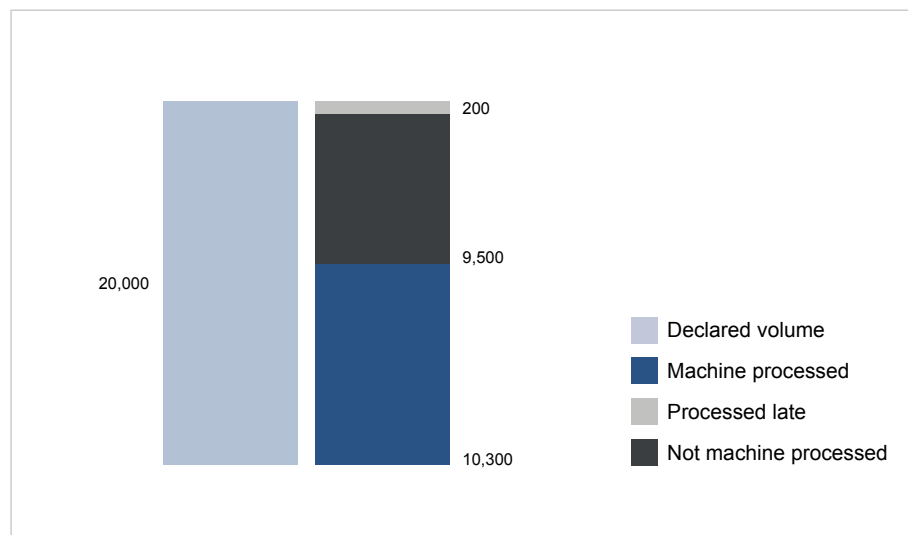
In Progress: % of mail pieces within the eManifest not yet due for delivery.

Delivered Late: % of mail pieces handed over on time which Royal Mail is predicting it will deliver late.

Cannot Predict: % of mail pieces for which there is insufficient tracking information to make a prediction.

Note: As more mail is processed by Royal Mail, the 'Delivered on time' numbers go up, as do the 'Machine processed' numbers. Viewing the data after the 5-day closeout will give you the most accurate picture of the performance of your mailing.

What the reports tell you: Mail Volume



What is this?

This is the Royal Mail **Volume** chart for the selected eManifest.

What does it do?

This chart shows the volume of mail declared in the eManifest compared to the volume of mail that is **Machine Processed** by Royal Mail. The measure is broken down into four segments:

Declared Volume: The number of mail pieces declared in the eManifest selected.

Machine Processed: The number of mail pieces machine processed by Royal Mail.

Processed Late: The number of mail pieces handed over that were machine processed late. This could be due to a number of reasons including late handover.

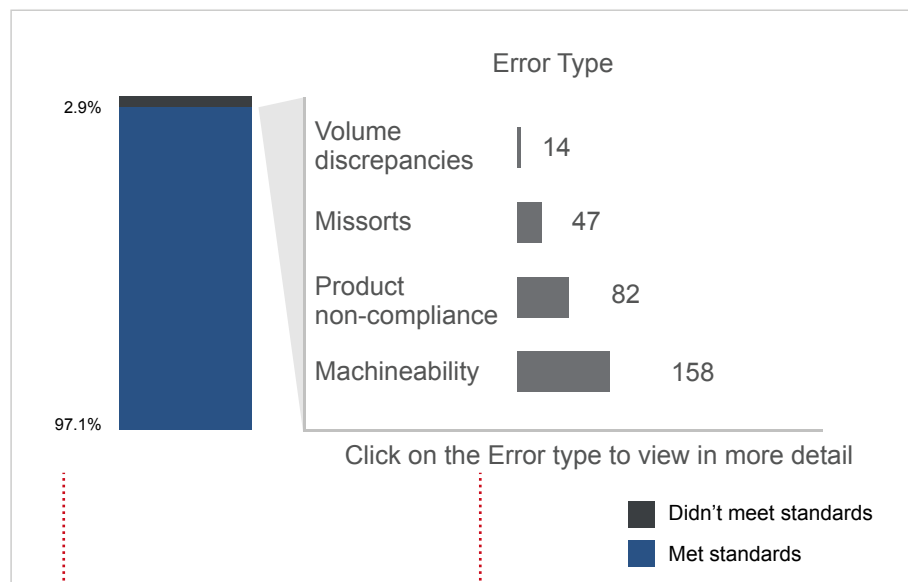
Not Machine Processed: The number of mail pieces declared in the eManifest which have not yet been machine processed by Royal Mail.

The left column shows the volume that you have declared in your eManifest. The right column shows the volume that has been machine processed.

Note: You can click the 'Not machine processed' link to view a list of all the items that have not yet been processed on Royal Mail machines.

As with all of the reporting, viewing the data after the 5-day closeout will give you a fuller picture of the performance of your mailing.

What the reports tell you: Mail Performance



Info

The numbers on the right will not always add up to the numbers on the left as mail pieces may have more than one error.

Info

Clicking on the error types will take you to the Item Level Reporting which will detail the individual mail pieces that fall into each error category.

What is this?

The **Performance** data helps you see the quality of the mail you are sending to us. If there are common problems like address quality, incorrectly declared products or mail that can't go through our machines you'll see it here.

The Performance measure is broken down into four categories:

Volume Discrepancy: This occurs when the number of mail pieces processed on our machines exceeds the number declared in the eManifest. This is likely to be because there have been duplicate mail pieces printed.

Missorts: Sorted mail pieces that were presented to the wrong Mail Centre and needed to be re-sorted to the correct Mail Centre for subsequent delivery.

Product Non-Compliance: Mail pieces that do not match the product, class or format declared within the eManifest.

Machineability: Mail pieces that could not or could not optimally be machine processed by Royal Mail.

Note: As with all of the reporting, viewing the data after the 5-day closeout will give you a fuller picture of the performance of your mailing.

Item Level Exceptions Reporting

What is this?

This is the Mailmark Analytics **Item Level Report** that details all of the mail pieces with errors.

What does it do?

It details all of the **Unique Items** declared on the eManifest that were not machine processed by Royal Mail or did not meet performance standards. The report shows the following item level information:

Item ID: This is the 90 day, unique reference number.


Postcode: The Postcode declared in the eManifest.

The Item Level Report also contains other information about the batch including the Batch ID, the Batch Reference, the Campaign Name and the Department. The Customer Meaningful Reference provides another field where you can enter a reference to identify each mail piece. You create these details when you submit your eManifest.

Note: In the Item level and Batch reports you will see an additional toolbar above the main reporting toolbar at the top.

This toolbar provides extra functions. You can hover over each button to see what it does.

On this toolbar is the 'Save' button which allows you to save your item level exception report as a .CSV or a .pdf file.

<div> Anyphone - Mailmark Analytics</div> <div>Welcome Anyphone Return to MMS</div>						
eManifest 9554269749 > Product non-compliance						
Detailed information on mail that didn't reach agreed batch standards						
Last updated 27 February						
Item ID	Postcode	Batch ID	Batch Reference	Campaign Name	Department	Customer Meaningful Reference
444137	AD87 9LD	1397895	Premium Customer Accounts	Extra Handset 1	Sales	Anyphone Personal
420886	B56 1SL	1397895	Premium Customer Accounts	Extra Handset 1	Sales	Anyphone Personal
931089	B8U 1ZP	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
385187	BL36 1WL	1397895	Premium Customer Accounts	Extra Handset 1	Sales	Anyphone Personal
519368	CH75 2DY	1397895	Premium Customer Account	Extra Handset 1	Sales	Anyphone Personal
740755	CN62 6SZ	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
870725	CN62 6SZ	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
10160	DE75 2QD	1397898	Premium Customer Accounts	Extra Handset 1	Sales	Anyphone Personal
551894	DH11 3PY	1397895	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
916488	DP73 1DN	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
500224	E1W 9TN	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
865934	EC1E 6BA	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
469505	EC2K 1ST	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
499219	EC4G 7WX	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
710713	G49 5RD	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
972019	G66 2NZ	1397898	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
413827	JG3S 8WA	1397898	Premium Customer Accounts	Extra Handset 1	Sales	Anyphone Personal
11471	KS11 2PS	1397895	Premium Customer Accounts	Extra Handset 1	Sales	Anyphone Personal
913938	L12 1DD	1397895	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
234100	M70 1EE	1397898	Premium Customer Accounts	Extra Handset 1	Sales	Anyphone Personal
534833	N16 4HJ	1397895	End of Contract Customer Offer	Discount Extension 1	Retentions	Anyphone Personal
90637	N1C 8YS	1397898	Premium Customer Account	Extra Handset 1	Sales	Anyphone Personal
234100	N1P 6SJ	1397895	Premium Customer Accounts	Extra Handset 1	Sales	Anyphone Personal

What the reports tell you: Batch Performance

What is this?

This is the **Batch** level report which breaks down the eManifest into its component batches of mail.

What does it do?

It allows you to look at the performance of each batch of mail.

The top row of charts shows the eManifest level report.

The rows beneath show the performance of individual batches. If there are more than two batches then the rest of the batches for that eManifest are displayed on subsequent pages.



Continued >>

What the reports tell you: Batch Performance (continued)

Batch Level Reports

This is the 1st **Batch** level report.

These reports provide the following performance information on the **Batch**:

- Royal Mail's **Predicted Delivery**
- A measure of the **Volume Declared** versus the volume **Machine Processed**
- The **Performance** measure of the eManifest.

Each Batch has the following overall measure:

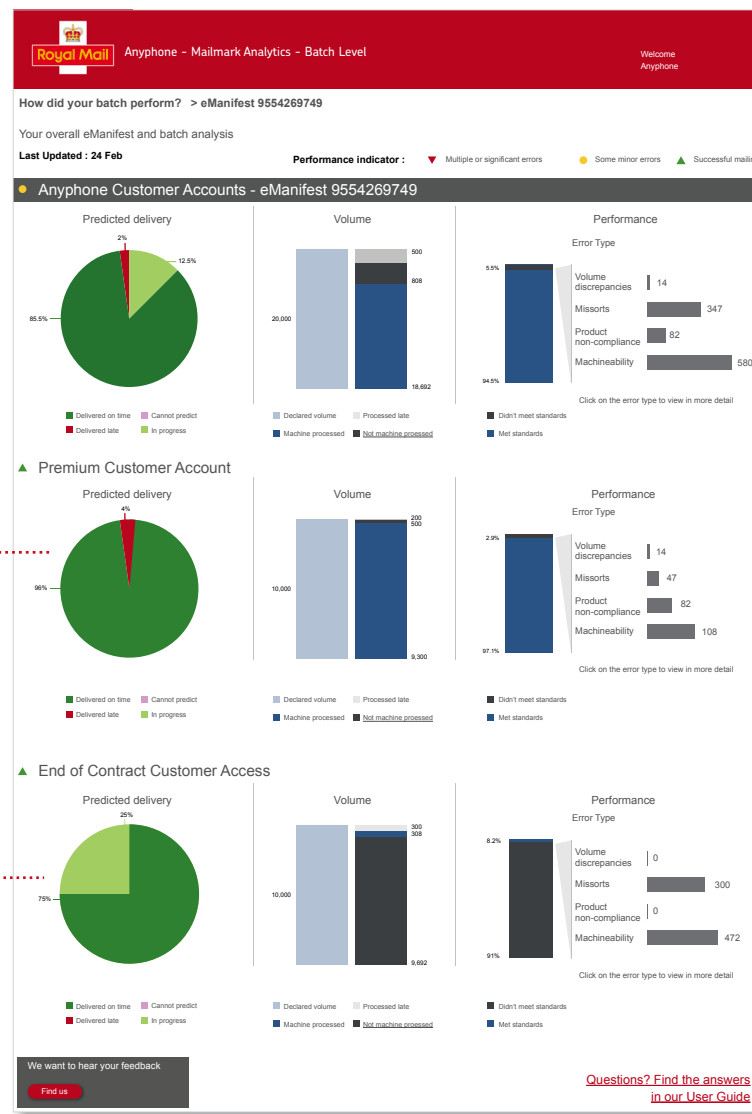
- ▲ = A successful mailing
- = A mailing that has some minor errors
- ▼ = A mailing that has multiple or significant errors

Did you know?

Batch name information is carried through into the reporting; so the naming of batches can be important in helping you to extract greater value from your reports.

The default naming convention for **Batches** is 1, 2, 3 etc., however you can change the defaults to use more meaningful names. In this example there are two batches – one for a 'Premium' customer account mailing and one for an 'End of Contract' customer account mailing. You can see how in this instance, giving batches meaningful names can start to drive data collection by campaign.

Please note: The information in the reports is an indication of the performance of a Batch. Item level information cannot be used or relied on for refund applications or other quality of service or loss, damage or delay compensation purposes. There will always be a proportion of items that are not read by our processing machines.



Customer Report: Managing Supply Chains

What is this?

This is the **Supply Chain** tab.

What does it do?

When you click the **Supply Chain** tab, you can see at a glance all of the Supply Chains of which you are a **Participant** which have been active in the last 90 days.

You can view the eManifests within each Supply Chain according to their performance by clicking on red, amber or green. Click the 'Go' button to return to the eManifest view.

You can order the Supply Chains by clicking on the column headers.

Supply chain name	Supply chain ID	Mail originator	Mail producer	Carrier	Payer	Red	Amber	Green	View all eManifests
Anyphone Invoice and Billing	883528	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd.	0	0	25	Go
Anyphone Marketing	819267	Anyphone	Print & Co.	Logistics Ltd.	Anyphone Ltd.	0	0	52	Go
Anyphone Contract	418916	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd.	1	1	15	Go
Anyphone Customer Accounts	585653	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd.	0	0	4	Go
Anyphone Special Offers	718127	Anyphone	Print & Co.	Logistics Ltd.	Anyphone Ltd.	0	0	18	Go
Anyphone Newsletter	678223	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd.	0	0	4	Go

Continued >>

Customer Report: Managing Supply Chains (continued)

The table is made up of the following components:

Supply Chain Name: The name you have given to this particular Supply Chain. This name should be meaningful to you and the other Participants in this Supply Chain.

Supply Chain ID: The identification number that uniquely identifies a specific supply chain. This is generated by the Mailmark Management System and administered by the Customer Take-On Team.

Mail Originator: Typically the **Supply Chain Participant** who owns the information which is to be printed in the mailing.

Mail Producer or Mailing Agent: Typically the **Supply Chain Participant** who produces the mail pieces within the **Batch** of mail.

If the **Mail Originator** produces their own mailings then they will also be the **Mail Producer** or this role may be taken by a 3rd party Mailing House.

The Mail Producer typically also creates the **eManifest** for submission to Royal Mail although the **Carrier** may also perform this function depending on how the Supply Chain is set up.

Carrier: The participant responsible for delivering the mail to a Royal Mail mail centre. This participant is either Royal Mail or a **Wholesale** supplier.

Bill Payer: The Participant responsible for paying Royal Mail for the delivery of all batches contained within the eManifest.

Note: A company can carry out multiple roles within a Supply Chain.

Supply chain name	Supply chain ID	Mail originator	Mail producer	Carrier	Payer	Red	Amber	Green	View all eManifests
Anyphone Invoice and Billing	883528	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd.	0	0	25	Go
Anyphone Marketing	819267	Anyphone	Print & Co.	Logistics Ltd.	Anyphone Ltd.	0	0	52	Go
Anyphone Contract	418916	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd.	1	1	15	Go
Anyphone Customer Accounts	585653	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd.	0	0	4	Go
Anyphone Special Offers	718127	Anyphone	Print & Co.	Logistics Ltd.	Anyphone Ltd.	0	0	18	Go
Anyphone Newsletter	678223	Anyphone	Print & Co.	Royal Mail	Anyphone Ltd.	0	0	4	Go

Customer Report: Campaign & Job

What is this?

This is the Campaign & Job tab.

What does it do?

When you click on the Campaign & Job tab, you can view at a high level, your named campaign & jobs across multiple eManifests.

How do I use it?

You can click on the radio buttons at the top to choose how the list is populated; either by campaign or job.

You can choose a date range within the last 90 days. If you do not select a date range, the data for the whole of the last 90 days will be shown.

Select the campaign name for which you wish to view the data

The charts on the right will then be updated with the data for your selected dates.



Select a date range within the last 90 days.



These charts present the same volume, performance and predicted delivery data as explained earlier in this guide, but for the selected job or campaign and date range.

There is no item level reporting or batch view for the Campaign & Job report.

Explaining Performance Measures

Performance measure	How are they used?	How can I fix them?
<p>Predicted Delivery: The purpose of the 'predicted delivery' chart is to provide customers with a definitive view of the percentage of the mailing predicted to be delivered on time against the standard of service purchased.</p> <p>What might be the reasons for unexpected performance?:</p> <ul style="list-style-type: none">■ The Mail Centre or Delivery Office has not machine processed the mail at the expected time■ The Performance measures indicate that the mail was not easily machineable. <p>What happens next?</p> <ol style="list-style-type: none">1. Mailmark Item Level exception reporting will highlight to customers which items have not been machine processed as expected and this will support root cause analysis and identify whether further action needs to be taken.	<p>Royal Mail will use the new predicted delivery measure to highlight and resolve improvement areas within our supply chain.</p> <p>Under the current General Terms & Conditions Royal Mail performance is measured by an end to end annual Quality of Service sampling system operated by an external provider and Royal Mail is currently not obliged to pay compensation to business customers for delay.</p>	<p>By working with your supply chain partners to ensure that your mailings are:</p> <ul style="list-style-type: none">■ Declared to Royal Mail correctly and handed over on time. This means that Royal Mail will be able to predict delivery on a greater proportion of your mail■ Forecasted accurately as this ensures that we have the right resources in place to manage your mail■ Fully machineable as this ensures that Royal Mail can accurately report against your mailings.

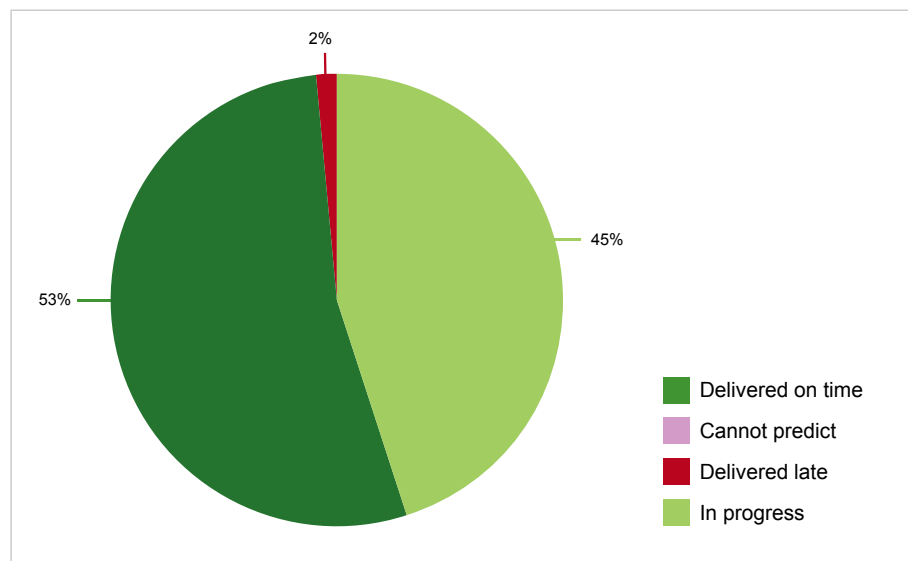
Explaining Performance Measures

Performance measure	How are they used?	How can I fix them?
<p>Volume: The purpose of the Volume chart is to highlight any difference between the volume of mail declared on the eManifest and the volume machine processed by Royal Mail.</p> <p>What might be the reasons for unexpected performance:</p> <ul style="list-style-type: none">■ The Mail Producer may not have made the item or handed it over■ Items have been delayed in the Network by the mail Carrier■ Royal Mail has manually processed these items as they were not necessarily machineable. <p>What happens next?</p> <ol style="list-style-type: none">1. Individual items that have not been machine processed are listed in the Item Level Exception Report2. You can use the Machine Processed information to help you plan your customer interactions better.	<p>Customers are required to provide accurate eManifests that match the volumes on the Sales order.</p> <p>Customers will be charged according to their Sales Order. Should Royal Mail identify undeclared items after 5 days, these will be assessed against the Sales Order which may be adjusted to include un-manifested items.</p>	<ul style="list-style-type: none">■ Your production and billing teams need to work together to ensure that there is a match between the eManifest volumes and your Sales Order volumes■ Ensure that the method for handling spoils is robust. Where possible before submission, ensure spoils volumes are removed from the eManifest■ Ensure high machineability by adhering to mandatory and recommended specifications (see next page).

Explaining Performance Measures

Performance measure	How are they used?	How can I fix them?
<p>Performance: The purpose of the Performance chart is to measure the Performance of the eManifest.</p> <p>What might be the reasons for unexpected performance:</p> <ul style="list-style-type: none">■ Volume discrepancy: This occurs when the number of mail pieces processed on our machines exceeds the number declared in the eManifest. This is likely to be because there have been duplicate mail pieces printed.■ Missorts: This measure shows sorted mail pieces that were presented to the wrong Mail Centre. This might be due to: incorrect bag labelling or incorrect network operations. Royal Mail will process and forward these items to the correct location for delivery■ Product non-compliance: This reports on the mail pieces that do not match the product, class or format declared within the eManifest■ Machineability: The mail pieces could not be optimally machine processed and this might be due to a series of production reasons such as: Postcode inaccuracy, DPS inaccuracy, address slipped from the window, inserts preventing machine processing or the address could not be resolved for sorting.	<p>Where significant errors have been identified against your Sales Order, it may be adjusted in the following manner:</p> <ul style="list-style-type: none">■ Volume discrepancy: Sales Order volumes may be adjusted to reflect duplicate volumes■ Missorts: An adjustment charge may be raised per missorted item■ Product non-compliance: Sales Order may be adjusted to reflect the correct Class, Format or Product■ Machineability: An adjustment charge may be raised per non-machineable item.	<p>Volumes:</p> <ul style="list-style-type: none">■ Ensure each item bears a unique barcode. <p>Missorts and Product non-compliance:</p> <ul style="list-style-type: none">■ Ensure that the correct address database is being used by the production team■ Ensure that the Sales order is being correctly completed by the billing team■ Performance reporting can be used to analyse results and then target problem areas within your production pipeline. <p>Machineability:</p> <ul style="list-style-type: none">■ Use the item level data to review customer address file issues■ Unable to resolve items – check addressing format (e.g. for incomplete or nonsense addresses).

Predicted Delivery explained



The Predicted Delivery measure is a calculation based on the following information:

Facts = Known events such as tracks, locations and images.

Calculations = Deriving the outcomes from the known facts.

Facts:

- Declared handover date in the eManifest
- Where, when and on which machine we first processed the item
- Where, when and on which machine subsequent track events took place
- Class of the item, as declared in the eManifest.

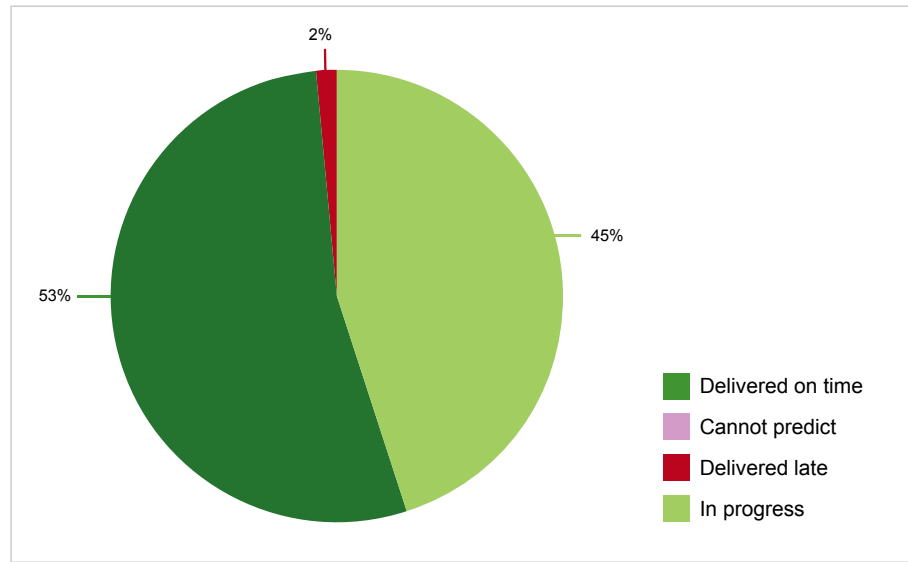
Calculation:

Only the items “Handed over on Time” will be included in the calculation for Delivered on Time/Early/Late. Of these items:

- Items are determined as “Delivered on Time” if the last available track event is in accordance with Royal Mail’s workplan for the product and class of the item
- Items are determined as “Cannot Predict” where there is insufficient eManifest or track event information to determine if the item was: “Delivered on Time”, “Delivered Late” or “In Progress”
- Items are determined as “Delivered Late” if the last available track event is behind Royal Mail’s workplan for the product and class of the item.

Continued >>

Predicted Delivery explained (continued)

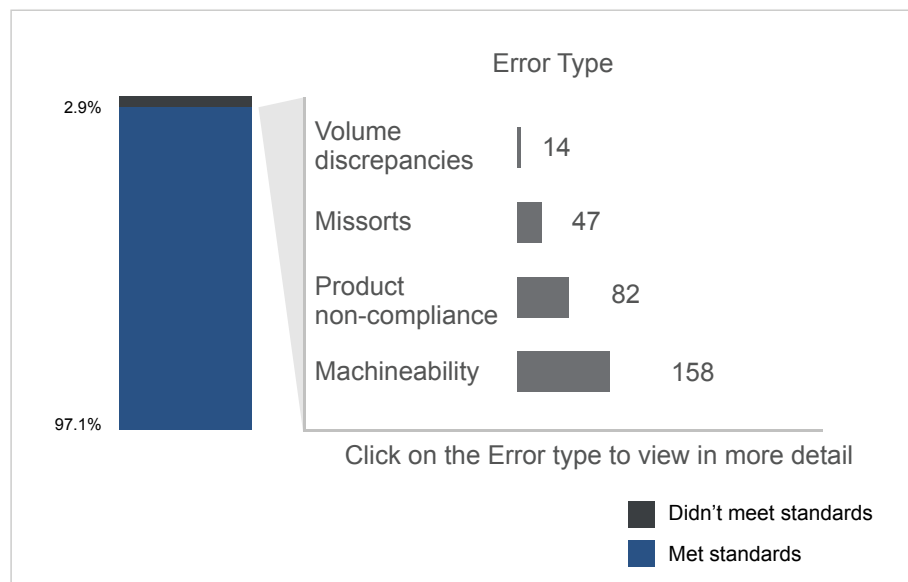


Items are determined as **“Handed over Late”** if the day they are machine processed is after the day that we expected to machine process them based on the declared handover day and class of item.

Items are determined as **“In Progress”** if they have not yet been machine processed, but the declared handover date and the class implies that we have received the items and are not due to have machine processed them. “In Progress” items will either become “Handed over on Time” or “Handed over Late”.

Please note: Items that are manually processed or otherwise not seen cannot be reported on as no track events exist. Items that are processed late (for example due to late handover) are excluded from the Predicted Delivery chart.

Volume Discrepancy and Missort errors explained



Volume Discrepancy

Facts:

- Item IDs declared in the eManifest
- Item IDs of mail items machine processed.

Calculation:

Sum of:

- Duplicate Declared: Repeated item IDs in the eManifest
- Duplicate Processed: Repeated item IDs on items processed on mail processing machines.

Missorts

Facts:

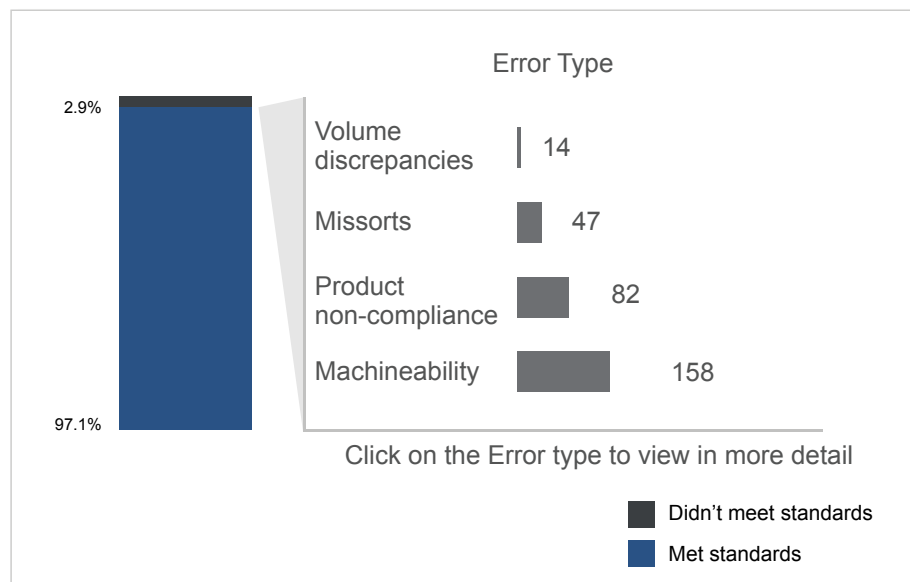
- The mail centre in which the item was first processed
- The postcode declared in the barcode. If no postcode is present in the barcode, or if the postcode is incorrect, then the written address is used instead.

Calculation:

A missort is determined when the mail centre in which the item was first processed is different to the declared postcode.

Continued >>

Incorrect Format and Incorrect Class errors explained



Product non-compliance (Incorrect Format)

Facts:

- Declared Format in the eManifest and barcode
- Dimensions of the mail item as measured by our mail processing machines.

Calculation:

When a high proportion of mail items in a batch are declared as Letters on an active eManifest, but our automation identifies them as Large Letters or vice versa.

Product non-compliance (Incorrect Class)

Facts:

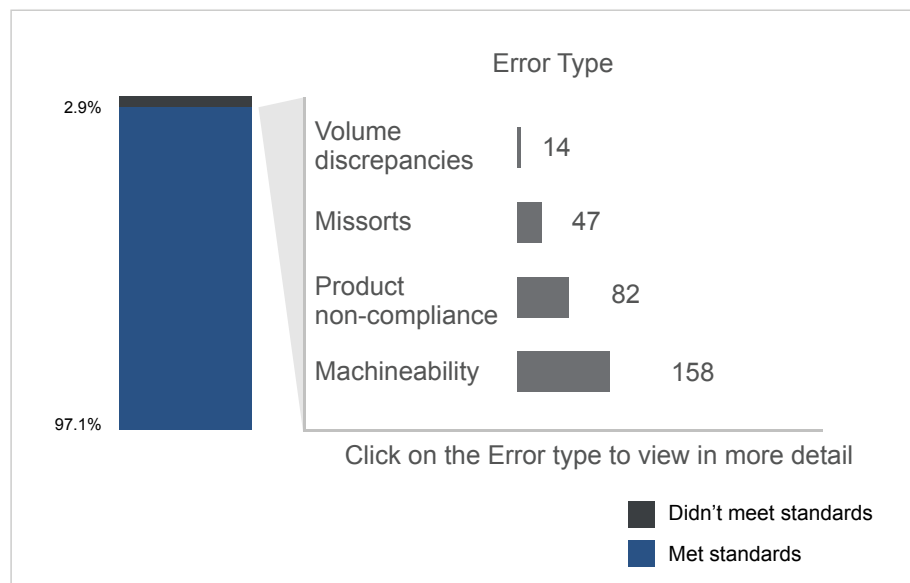
- Declared Class in the eManifest and barcode
- Class determined by our mail processing machines workplan.

Calculation:

When we receive mail items where there is a mismatch between the service declared by the class indicators on the mail items, in the eManifest, or in the barcodes.

Continued >>

Machineability errors explained



Machineability

Facts:

- Declared postcode in the eManifest
- Postcode resolved from the barcode and the address block on the envelope.

Calculation:

The postcode is deemed correct if either the declared postcode matches the resolved postcode or, for addresses where our mail processing machines can only resolve a partial postcode, the partial elements match.

Key points relating to reports

1 The information in the Reports provides an indication of mail volume, predicted delivery and performance. The item level information cannot be used or relied on for refund applications or other quality of service or loss, damage or delay compensation purposes.

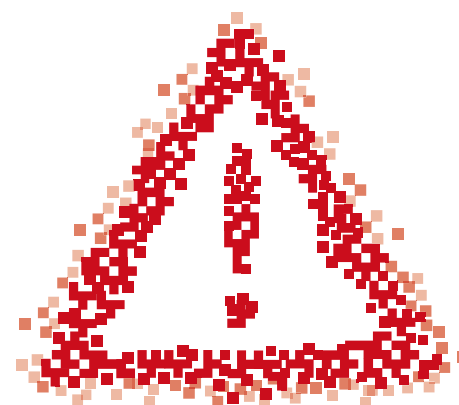
There will always be a proportion of items that are not read by our processing machines. By using the Mailmark option you accept that we will not be able to report on every item and you agree not to seek refunds for items that have not been read and/or reported on.

2 It is essential that the correct Supply Chain ID is used. Failure to do so may lead to the wrong participants being able to review reports or the wrong bill payer being invoiced.

3 There may be several teams within your business that might require access to reports such as Accounts Payable or Marketing. Please let us know if anyone else in your organisation requires access or training.

4 Adjustments will be invoiced to the 'bill payer' in the Supply Chain.

5 Items handed over later than 5 days after the submission of the eManifest may be billed twice.



Glossary

Term	Definition
Batch	A selection of Mailmark barcoded items of the same format, sortation and machineability option. Each Batch is submitted to the eManifest and is commonly referred to as a consignment.
Campaign	This is a common name that you have used to link a number of mailings within an eManifest.
Carrier	<p>A Supply Chain Role.</p> <p>The Carrier provides the transportation of mail consignments between the Mailing Agent and Royal Mail.</p> <p>In a Non-regulated Supply Chain Royal Mail will fulfil the role of Carrier.</p>
Consignment	A Consignment is an eManifest that contains mail item(s) for one Supply Chain ID for a given day.
Customer	An individual who has a registered account with royalmail.com
Effective End Date (Supply Chain)	<p>The effective end date of a Supply Chain is calculated as the earliest date between the following:</p> <ul style="list-style-type: none">- Mailing Originator Participant end date- Mailing Agent Participant end date- Carrier Participant end date- Poster/Payer Participant end date- Supply Chain end date (Manual) <p>Supply Chains will be deleted two years after they have past their effective end date</p>

Glossary

Term	Definition
End Date (Participant)	<p>An end date will be applied to a Participant to indicate the point in time at which Participant is no longer active.</p> <p>Participants will be deleted two years after they have past their end date. When Participants have been deleted all associated Participant users will no longer be able to access Mailmark.</p> <p>Once an end date has passed it can be extended by Royal Mail customer take on team users.</p> <p>The Participant end date will be considered when calculating the effective end date for a Supply Chain.</p> <p>Note: Participant users will be able to view Supply Chain reports after they have past their end date.</p>
Mailmark Barcode	<p>A barcode which is either a Royal Mail 2D data matrix or a Royal Mail 4-state barcode which contains encoded data and offers eManifest and Batch level reporting.</p>
eManifest (Manifest)	<p>An eManifest consists of all batches submitted on any given day for a particular supply chain. Each eManifest submitted is associated with a specific Supply Chain.</p> <p>Each eManifest can have one or more batches.</p>
eManifest ID (Manifest ID)	<p>The unique identifier that is assigned to an eManifest once it has been created.</p>

Glossary

Term	Definition
End Date (Supply Chain) - Manual	<p>A manual end date can be applied to a Supply Chain - this date indicates the point in time at which the Supply Chain is no longer active.</p> <p>The manual Supply Chain end date will be considered when calculating the effective end date for a Supply Chain. Supply Chains will be deleted two years after they have past their effective end date.</p> <p>Once an end date has passed it can be extended by Royal Mail customer Take-On Team users.</p>
Job	<p>This is a common name that you have used to link together a number of mailings within a Campaign.</p>
Mail Originator	<p>A Supply Chain Role.</p> <p>The Participant in the Supply Chain on whose behalf the Mailmark items are being produced and delivered.</p>
Mailing Agent (Mail Producer)	<p>A Supply Chain role.</p> <p>The Mailing Agent is the Participant in the Supply Chain that is responsible for producing (including printing and enclosing) the Mailmark items. The Mailing Agent is usually responsible for submitting the eManifest detailing these Mailmark items.</p>
Network Access	<p>A Supply Chain Type.</p> <p>Network Access Supply Chains are where Royal Mail Group customers pre-sort their mail. A Carrier within a Network Access Supply Chain will transport bulk items to Royal Mail.</p> <p>Network Access is usually referred to as Wholesale.</p>

Glossary

Term	Definition
Non-Regulated	<p>A Supply Chain Type.</p> <p>Non-Regulated Supply Chains are where Royal Mail Group customers do not pre-sort their mail. Royal Mail will fulfil the Carrier role within a Network Access Supply Chain.</p>
Participant	<p>An organisation or other entity that has been registered as a user of MMS because they perform a role in the Supply Chain.</p>
Participant ID	<p>Unique identifier of a Participant.</p>
Participant User	<p>This is a user that is associated to a MMS Participant.</p> <p>There are two types of Participant users:</p> <ul style="list-style-type: none">- Primary Reports User- Reports User
Poster/Payer (Bill Payer)	<p>A Supply Chain Role.</p> <p>The Bill Payer for Mailmark mail consignments.</p>
Primary Reports User	<p>The individual that is the initial user associated to a Participant.</p> <p>Primary Reports User is the individual that can edit and maintain the Reports Users for a Participant.</p> <p>Additionally Report Users can view reports, upload statistics (if associated to a Mailing Agent) and their Participant Supply Chains.</p>

Glossary

Term	Definition
Reports User	The Reports User is an individual Royal Mail 'Business' user that can view reports, upload statistics (if associated to a Mailing Agent) and their Participant Supply Chains.
Requester	MMS User that issues a request through MMS.
Supply Chain	<p>The relationship between the various participants involved with the preparation, transportation and handover of Bulk mail consignments before it gets to Royal Mail.</p> <p>A Supply Chain is a set of four Participant roles: Mail Originator, Mailing Agent (Mail Producer), Carrier, and Poster/Payer (Bill Payer) that are required for a Mailmark mailing.</p>
Supply Chain ID	Unique identifier of a Supply Chain.
Supply Chain Participant	Same as Participant
Supply Chain Role	Each Supply Chain consists of four roles which are fulfilled by a Participant. Every Supply Chain has the same fixed set of four roles that can be performed (Mail Originator, Mailing Agent, Carrier, and Poster/Payer). A specific Participant can perform multiple roles within multiple Supply Chains.
Supply Chain Type	<p>A categorisation of Supply Chain.</p> <p>Either Network Access or Non-Regulated (see separate definitions).</p>

Where can I get help?

If you have any queries relating to your new reports, you can either search for an answer or post a question via our online Q&A system at:

www.mailmark.mycellium.com

Or you can contact your dedicated member of the Customer Take-On Team who will be able to provide you with further advice.



Contact Details

For more information about Royal Mail Mailmark

visit:

www.royalmail.com/mailmark

or email:

mailmark@royalmail.com

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